**Stow Bardolph Parish Council: Summary of Traffic Calming Measures available and their appropriateness for Barroway Drove and/or Stow Bridge**

**Introduction**

Stow Bardolph Parish Council has received correspondence relating to concerns of road safety due to persistent speeding in both Barroway Drove and Stow Bridge. The following report gives a summary of traffic calming measures that are available and their likely effectiveness and suitability for use in this parish.

Speed management (traffic calming) measures fall in to two categories:

**Persuasion Measures** – these are techniques which seek to influence the driver’s perception indirectly to bring about a reduction in speed

**Physical Measures** – these are techniques which directly influence the driver’s behaviour to bring about a reduction in speed

Traffic Calming measures available are:

**Speed Reactive Signs**

A Vehicle Activated Sign (VAS) can be permanent or temporary and can be used to warn of specific hazards or to reinforce speed limits. Permanent signs are seen as an effective measure in Norfolk, however, there are concerns that over-use could diminish effectiveness. Temporary signs can be used in response to safety concerns and can be moved from location to location to provide enhanced persuasion for drivers at problem sites.

*Cost: £3000 - £6000*

Further information on Temporary Vehicle Activated Signs can be found on page 3

**Gateway Schemes**

Village gateway signing can reinforce a driver’s perception that they are entering a different environment, however, location is significant and experience has shown that they may only have a small effect on vehicle speeds when used in isolation. When used with a village nameplate sign and/or a
speed roundel they can be useful at reinforcing the visual message for reduced speed. It can also be helpful if the driver sees housing at the same time.

Cost: £3000 - £9000

The following measures would need to be implemented in conjunction with Norfolk County Council Highways Department:

**Speed Limit Warning Signs**

When existing speed limits are being ignored by drivers, temporary reminder signs can be erected. Yellow rectangular backing boards can be used to add emphasis to existing signs, although these can be intrusive and only used as a last resort. If visibility of signs is a problem, then a larger sign could be considered, however, research has shown that larger speed limits signs are unlikely to have a lasting impact on drivers if the speed limit is inappropriate for the road.

**Pinch Points/Chicanes**

Many motorists appear to find Pinch Points and Chicanes confusing; they are also prone to vandalism and if not well maintained they can look untidy; for these reasons these measures should be avoided.

**Ramps, Humps and Cushions**

These are considered to be very successful in reducing vehicle speeds; however, they do increase maintenance costs, increase vehicular noise, can lead to increased emissions and be uncomfortable to bus users. They can also have an urbanising effect on villages. For these reasons, ramps, humps and cushions should not be used unless all other options and measures have been considered and believed to be inappropriate.

* The above information was taken from the Norfolk Speed Management Strategy
**Temporary Speed Activated Signs**

Stow Bardolph Parish Council has received correspondence regarding concerns about speeding in Barroway Drove and Stow Bridge.

One option to reduce speeding is to purchase a Vehicle Activated Sign (VAS).

SAM2 is a VAS that displays the speed of an approaching vehicle. If the vehicle exceeds the speed limit a ‘SLOW DOWN’ message is shown. If the limit is exceeded by 10 mph the speed is no longer shown and the ‘SLOW DOWN’ message remains, removing the temptation for some drivers to see what speed they can register.

These signs are a visual deterrent for speeding traffic. The Parish Council can view the data collected and if a pattern appears the Police can target the area. The information cannot be used to influence speed limit changes.

The SAM2 can be used in areas with 20, 30 and 40 mph limits on stretches of road that are of concern to the community. Ideally existing posts are used, but a new post can be installed to accommodate the sign. The specific sites are agreed between the Parish Council and Norfolk County Council Highways Department.

A SAM2 sign can be at one site for 4 weeks and must not return to that site within 8 weeks, which means that for most effective deployment at least three approved sites are required.

Moving the sign is a simple operation that can be carried out by one person - although two is preferable. Usually a representative of the Parish Council will move the sign and training is provided by the sign manufacturer.

A SAM2 costs approximately £3000. A grant of 50% towards the costs can be applied for through the Parish Partnerships Scheme.

Vicki Howling
Clerk to Stow Bardolph Parish Council – November 2016